

Delaware Tourism Office

Matching Funds FY 08

PROGRAM DESCRIPTION

The purpose of the program is to attract visitors to Delaware and to bring in overnight business to Delaware. (*Delaware Statutory Authority: 73 Delaware Laws Chapter 312; Section 50*) The goal of the Matching Grant Program is to increase the visibility of Delaware's tourism product. Only not-for-profit tourism entities are able to submit matching grant proposals. However, for-profit tourism businesses are allowed to participate in partnership programs submitted by non-profits. All packaging programs must include at least one accommodation property in order to promote overnight business to Delaware. All projects must tie into the Delaware Tourism Office's Strategic Plan for the tourism industry.

The total amount available for matching grants is designated by the Delaware general Assembly in the operating budget. It is expected that there will be a number of matching grants awarded. Four or more partners (one of the partners must be a lodging tax paying property) working together through partnership will be able to receive a match of 2:1 instead of 1:1.

To be eligible, the applicant organization must have a marketing plan with a clear vision as to how to attract out-of-state visitors for overnight business.

Grants are to be used for marketing Delaware tourism organizations, products, programs or areas.

Use of Funds:

It is expected that the Matching Grant funds will be used to market the petitioning tourism organization or partnership of organizations to attract new overnight visitors to the state of Delaware. There are five categories of Matching Grants to apply from:

- 1) Advertising
- 2) Package creation and partnerships
- 3) Collateral creation
- 4) Tourism Infrastructure (i.e. signage, welcome centers, transportation services, seasonal employee transportation)
- 5) Tourism Product Development (i.e. sports/special event development, new tourism businesses, enhancing existing tourism product offerings)

The matching grant must target one of the niche markets that have been identified in the Delaware Tourism Office's Strategic Plan:

- 1) Outdoor Recreation/Nature Tourism
- 2) Cultural & Heritage Tourism
- 3) Meetings & Conventions
- 4) Sports and Special Events

A tracking mechanism must be in place to measure R.O.I. for visitation or overnight stays. The same organization may apply for more than one Matching Grant. Since the purpose is to attract visitors to Delaware and to bring in overnight business, advertising applicants must present a plan to advertise out of state.

Matching Funds:

Matching funds are required. The organization's matching fund commitment is part of the application. The organization's matching fund commitment must be met for full payment of the grant. No other state grant funds may be used for the organization's match.

Award Determination:

Organizations receiving awards will be selected by a panel composed of employees or members of the following:

- Delaware Tourism Office
- Governor's Tourism Advisory Board
- House Tourism Committee

Criteria:

Organizations must demonstrate that their vision supports the Delaware Tourism Office's Strategic Plan for the tourism industry. Awards will be based on the organization's ability to communicate a vision that the panel believes is possible and has the potential to increase tourism. The program must be geared toward attracting new out-of-state visitors and overnight business. Only not-for profit tourism entities are eligible. The Delaware Tourism Office's name, brand logo, and web address must appear on all created collateral. There will be no attempt to balance the awards geographically, politically, or categorically nor discriminate geographically, politically, or categorically.

Award Process

All complete applications will be forwarded to the awards panel for rating. The applications receiving the highest average rating will be scheduled to meet with the panel on April 25, 2008. The awards will be announced by May 23, 2008.

Grant Award Payments:

The program is a reimbursement program. The payments will be paid upon proof of completion of the project and submission of invoices supporting the expenditure of the funds appropriated. To receive final payment, all organizations will need to complete all project completion requirements.

Matching Funds Deadline Schedule*:

Completed applications are due	April 25, 2008
Finalists announced	May 9, 2008
Oral presentations for matching grant	May 20, 2008
Awards announced by	May 23, 2008
Preliminary Status reports due	July 25, 2008
Secondary Status reports due	November 14, 2008
Final Report and Invoices due	April 1, 2009

**There will be no extensions of any of the deadlines for any reason, regardless of the circumstances.*

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Matching Funds

RULES

Eligibility

- ◆ Not-for-profit tourism-related businesses and organizations are eligible. Organizations must submit proof of 501 (c)(3) or 501 (c)(6) status and supply 990 IRS documentation when applying for a matching grant. Organizations can not apply under the umbrella of another organization such as a Chamber of Commerce.
- ◆ The same organization may apply for more than one Matching Grant. For-profit tourism businesses must be part of programs submitted for Matching Grants; however, they must be a partner of a not-for-profit applicant organization and may not submit the application.
- ◆ Only in-state tourism entities may apply.
- ◆ The applicant organization's main product or program must be intended to attract new visitors and overnight business and must fit into the Delaware Tourism Offices Strategic Plan for the tourism industry.
- ◆ Partnerships between four or more tourism partners (one of the partners must be a lodging tax paying property) are encouraged. Partnerships will receive a 2:1 dollar match instead of a 1:1 dollar match.
- ◆ Organizations may not apply for a Matching grant if grant requirements were not met in the previous year.
- ◆ Grant recipients may not receive grant funds for the same project more than two times.

Application Requirements

- ◆ Incomplete applications will not be considered (see application for required attachments).
- ◆ Submit four complete copies of each application (three-hole punch application, but do not bind).
- ◆ More than one application may be submitted per organization.
- ◆ All completed applications must be at the Delaware Tourism Office - 99 Kings Highway, Dover, DE 19901. Applications will not be accepted after the deadline or at any other location. Applications may not be submitted electronically, via fax or email.
- ◆ It is the responsibility of the applicant to ensure that the application is complete and received prior to deadline.
- ◆ If the creation of a package is a proposal for Matching Grants, the package must include a lodging tax paying property.

Matching Funds

- ◆ All funds must be raised and collected prior to payment of the award.
- ◆ No other state grant funds may be used for the organization's match.
- ◆ Staff salaries, volunteer labor and in-kind donations do not qualify as a match.

Use of Funds

Funds may not be used for:

- ◆ General operating expenses, including staff salaries, overhead or personnel expenses.
- ◆ Administrative expenses, including any commissions, fees or other expenses for administration of the project.
- ◆ Food and beverages
- ◆ Equipment purchase or rental
- ◆ Business directories
- ◆ Postage, shipping and office supplies
- ◆ Meeting expenses
- ◆ Website domain registration or hosting
- ◆ Event Sponsorship
- ◆ Anything contrary to state law

Based on the project definition, other restrictions on the use of the funds may be added at the time of the award.

Project Completion Requirements

The following must be submitted for final payment:

- ◆ Completed project
- ◆ Completed project reports
- ◆ Invoices
- ◆ Cancelled checks – proof of payment
- ◆ Out of state distribution plan for project
- ◆ Delaware Tourism Office's name, brand logo, and web address must appear on all created collateral

Other project completion requirements may be added at the time of the award based on project definition.

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APPLICANT INFORMATION SHEET

(Please attach this as a cover sheet to the grant request.)

Project Title: _____

Please print or type:

1. Name of Organization:

2. Mailing Address:

3. City: _____ State: _____ Zip: _____

4. Phone: (_____) _____ Email Address: _____

Fax Number _____

5. Date of Application: _____

6. Federal Employer Identification Number:

7. Registered Name:

8. Name of Person Completing Form:

Phone No: (_____) _____

9. Contact Person: _____

Phone No: (_____) _____

10. Total Cost of the Project:

\$ _____

11. Total Amount of Matching Funds Requested:

\$ _____

12. Which category are you applying for:

- ☐ Advertising ☐ Package creation & partnership ☐ Collateral creation
☐ Tourism Infrastructure ☐ Tourism Product Development

13. Sources of matching funds:

14. List all partners for the program (all entities must be listed and each partner must commit financially to the project):

Name	Address	Contact Person	Phone Number
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Required attachments:

1. Certificate of non-profit status
2. Statement of organization's role in tourism industry
3. Statement of how the organization's proposal will support one or more of the Delaware's Tourism Office's Strategic Plan for the Tourism Industry
4. Project budget outline
6. Out of state Distribution Plan